

ORDER



KSDK

Orders
Order / Rev: 708063
Alt Order #: 06288230
Product Desc: NIXON FOR GOVERNOR
Estimate:
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Campaign Group
Buying Contact:
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19102

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nixon, J / D/ Governor
Demographic: A35+
Product Codes: PL-State/Local
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	18	\$17,450.00	\$14,832.50
08/27/12	08/27/12	5	\$5,600.00	\$4,760.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	18	\$17,450.00	\$14,832.50	0.00
September 2012	5	\$5,600.00	\$4,760.00	0.00
Totals	23	\$23,050.00	\$19,592.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	36%	\$23,050.00
Market	100%	\$64,027.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	1%	\$640.28
KETC	0%	\$0.00
KMOV	33%	\$21,129.17
KNLC	0%	\$0.00
KPLR	2%	\$1,280.56
KTVI	28%	\$17,927.78
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	08/22/12	08/22/12	LN (M-Su) LN (M-Su)	CM	10-1035pm	--W----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/21/12	08/27/12	--W----			1		\$1,650.00		0.00				
E 2	KSDK	08/21/12	08/27/12	M-F 6-7A 6-7a	CM	6-7A	-1111--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00

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Advertiser: Nixon, J / D/ Governor
 Product Desc: NIXON FOR GOVERNOR
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSDK	08/21/12	08/27/12	M-F 6-7A 6-7a	CM	6-7A	- 1111--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	- 1111--		4				\$750.00		0.00			
E 3	KSDK	08/21/12	08/27/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	111- 1--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	111- 1--		4				\$600.00		0.00			
E 4	KSDK	08/21/12	08/27/12	M-F 6-7A 6-7a	CM	6-7A	1-- - 1--	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	1-- - 1--		2				\$1,500.00		0.00			
E 5	KSDK	08/21/12	08/27/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- TWT---	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	- TWT---		2				\$1,200.00		0.00			
E 6	KSDK	08/21/12	08/27/12	Tonight Show Tonight Show	CM	1035-1137p	- 1- 1---	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	- 1- 1---		2				\$575.00		0.00			
E 7	KSDK	08/21/12	08/27/12	Tonight Show Tonight Show	CM	1035-1137p	1- 1- 1--	1:00	3	\$1,150.00	P-1	0.00	NM	3	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	1- 1- 1--		3				\$1,150.00		0.00			
N 8	KSDK	08/21/12	08/27/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	1	\$1,050.00	P-2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	- TWTF--		1				\$1,050.00		0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1				\$1,050.00		0.00			
N 9	KSDK	08/21/12	08/27/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-- WTF--		2				\$1,300.00		0.00			
	Week:	08/27/12	09/02/12	M- - - - -		1				\$1,300.00		0.00			
													Totals	23	\$23,050.00